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BOARD OF PATENT APPEALS  
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PERKINS COIE LLP

Appeal No: 2006-0853  
 Appellant: Steve Beck et al.  
 Application No: 09/721,441  
 Hearing Room: A  
 Hearing Docket: B  
 Hearing Date: Thursday, May 25, 2006  
 Hearing Time: 1:00 PM  
 Location: Madison Building - East Wing  
 600 Dulany Street, 9th Floor  
 Alexandria, Virginia 22313-1450

NOTICE OF HEARING  
CONFIRMATION REQUIRED WITHIN TWENTY-ONE DAYS

Your attention is directed to 37 CFR § 41.47. The above identified appeal will be heard by the Board of Patent Appeals and Interferences on the date indicated. Hearings will commence at the time set and as soon as the argument in one appeal is concluded, the succeeding appeal will be taken up. The time allowed for argument is twenty minutes unless additional time is requested and permitted before the argument is commenced. If there are any inquiries, please contact the Clerk of the Board at 571-272-9797.

**CONFIRMATION OR WAIVER OF THE HEARING IS REQUIRED.** This form must be completed below and facsimile transmitted to both: (1) the USPTO Central fax number (official copy), and (2) the Board of Patent Appeals and Interferences fax number (courtesy copy) within TWENTY-ONE (21) DAYS from the mailing date of this notice indicating confirmation or waiver of the hearing. A copy of this notice may be alternately filed by mail if facsimile is not available.

BPAI HEARINGS FAX No: (571) 273-0299

USPTO Central Fax No: (703) 872-9306

BPAI Mailing Address: BOARD OF PATENT APPEALS AND INTERFERENCES  
UNITED STATES PATENT AND TRADEMARK OFFICE  
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In all communications relating to this appeal, please identify the appeal by its number.

CHECK ONE:  HEARING ATTENDANCE CONFIRMED  HEARING ATTENDANCE WAIVED

4/4/2006

37,376

Registration No.

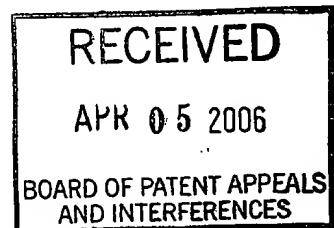
Signature of Attorney/Agent/Appellant  
Steven D. Lawrence

Date

Names of other visitors expected to accompany counsel: Dot K. Kim, Registration No. 46231  
 For information on visitor access to hearing rooms and security procedures at the USPTO Alexandria Campus, see  
<http://www.uspto.gov/web/offices/dcom/bpn/dors/contactinfo.htm>

I hereby certify that this correspondence is being transmitted via facsimile to the United States Patent and Trademark Office at (571) 273-0299 and (571) 273-8300 on April 4, 2006:

By: *Steven D. Lawrence*  
Steven D. Lawrence

**CONFIDENTIAL****PRIVILEGED****PERKINS COIE LLP- SEATTLE**  
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SWITCHBOARD: (206) 359-8000**IF THERE ARE PROBLEMS WITH THIS TRANSMISSION, PLEASE CALL:**  
**CENTRAL FAX ROOM: (206) 359-9000**Addressee: Commissioner for Patents & TMs FAX NO. (571) 273-0299  
(COMPANY)BPAI Hearings Direct Dial (571) 272-9797  
(INDIVIDUAL)From: Sandy Reisman, Senior Paralegal Date April 4, 2006Cover Sheet & 3 page(s) Client Number 29150-8005US01Return to Sandy Reisman / 3744 / 41-14  
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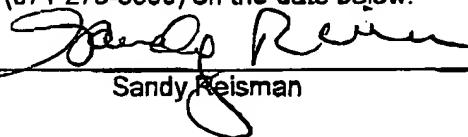
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I hereby certify that this correspondence is being faxed to the Board of Patent Appeals and Interferences (571-273-0299) and the U.S. Patent Office Central Fax (571-273-8300) on the date below.

Date: April 4, 2006

  
Sandy Reisman

Docket No.: 291508005US1  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:			
Beck et al.	Appeal No.:	2006-0853	
Application No.:	09/721,441	Confirmation No.:	2327
Filed:	November 22, 2000	Art Unit:	3622
For:	<u>DYNAMICALLY TARGETING ONLINE ADVERTISING MESSAGES TO USERS</u>	Examiner:	Jeffrey D. Carlson

**CONFIRMATION OF REQUEST FOR ORAL HEARING**

Board of Patent appeals and Interferences  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

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BOARD OF PATENT APPEALS  
AND INTERFERENCES

In response to the Notice of Hearing mailed March 28, 2006 (copy attached),  
Appellant hereby confirms his request for an oral hearing in the above-identified matter.

Appellant requests a telephonic hearing.

The hearing is currently scheduled for May 25, 2006, at 1:00 P.M.

Application No.: 09/721,441

Docket No.: 291508005US1

Appellant believes no fee is due with this request. However, if a fee is due, please charge our Deposit Account No. 50-0665, under Order No. 291508005US1 from which the undersigned is authorized to draw.

Dated: April 4, 2006

Respectfully submitted,

By \_\_\_\_\_

Steven D. Lawrence

Registration No.: 37,376

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